



# WEEKLY REVIEW

Greenhalgh Lands  
\$1,500.00 Order

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An English Fishing Village  
Captures This "Plum"

Two Most Important Orders of the  
Year Landed by This Splendid Moran

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□ Buyers Unable to Resist the Superb  
DeLuxe Line



# The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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## FITTING CLOSE OF A BIG MONTH

We have now received returns for the complete month of January, and the results are considerably greater than our most liberal estimates, and we were pretty optimistic, too, at Convention time. You know Mr. Gerlach thought that if we made a gain of 50% we would be doing extremely well, though the writer did have the temerity to suggest 100% because he remembered that old quotation he learned at school—"Not failure, but low aim is crime," so I set the mark at 100%. We didn't quite reach that, but it was so near that we can almost give these figures in round numbers, and, of course, it is far and away beyond the 50% mark. In every way the business for the first month is an improvement over the business of the corresponding period last year. There were more orders—a great many more orders, but more important still, the average was much larger. The average order was a better order. It called for a better calendar, and it called for more of them. We recall that the first year the Murphy Company was in business their average order was under \$20.00, about \$15.00 in fact, if we recall correctly. The first month last year our orders averaged \$54.00 each. This year they averaged \$60.00 each, so it will be seen that the character of our business is on a par with the older houses, in fact, we are meeting them on a plane of equality which they don't like worth a cent.

The last week in the month, while producing fewer orders, shows an improvement over the preceding week, though, of course, it is far behind our phenomenal second and third weeks, in fact, the average order for the week was nearly up to the average of the month. When it is considered that we are receiving quite a number of minimum orders it will be seen that we are also receiving a fair number of big orders, orders amounting to \$100.00 or more, though there were no phenomenal orders during the week.

Our De Luxe calendars continue to attract trade, and there is no doubt but that many an

order is held for us which might go to some one else were it not that they cannot get away from the beauties of the De Luxe. The popularity of this calendar shows what can be done with a line that contains marked innovations. People wanted something new if that something has actual merit. While the G-B Co. is only in it's second year there is no question but what the introduction of DeLuxe calendars is the most important innovation in the way of art calendars that has been introduced in the last ten years, in fact, ever since the introduction of the mounted calendars. While the sale of our regular goods goes on in the usual way there is no question but that the introduction of the De Luxe calendar is going to materially change conditions here in the factory.

And now, what are we to expect for the month of February? The way the nice, fat orders have kept coming in during January might lead some people to believe that all good orders have already been placed, and especially is a new salesman likely to get this idea when he finds that his competitors have been everywhere ahead of him, but the business which came in the first week of February disproves any such idea. For example, on Saturday we received a nice order from Mr. Scott, which amounted to \$700.00—the best order he has secured so far this year. Then on Monday the mail brought us one from Mr. Greenhalgh amounting to \$1,500.00. By the way, the former calls for "The Edge of the Wood," a subject that Mr. Scott sold to a bank in the Twin Cities last year, and that bank went out of business before the order was filled, so he was able to let his customer have this subject, which had been admired last year by one of the buyers. The subject which secured Mr. Greenhalgh's big order was that splendid reproduction of Moran's superb painting "An English Fishing Village." There is a funny thing about that same picture, if the story of the art dealer is to be believed. Within the last few days we have talked to two art dealers



in regard to this painting. They both said that on account of its being a foreign subject the art dealers, and, in fact, others who are seeking Moran's paintings, turned this one down. It is even said that some of the dealers smiled knowingly when they learned that it had been purchased by the G-B Co. We are frank to say that there was no question about our buying it the moment we saw it, and we are not in the least surprised that it should have turned out to be such a splendid seller. It has already secured for us two of the largest orders we have taken this year, besides a great many medium sized and smaller orders, for it meets the approval of all classes of buyers, which proves its universal qualities. This reminds us that "His Last Farewell," which was unquestionably one of the most popular calendar subjects that has ever been published, was seen by other calendar makers, and was turned down by them because they did not think it would be popular, all of which goes to show that the people who have been making and selling calendars for a long while cannot always be depended upon to select the best and most popular subjects for reproduction.

Every day we are receiving inquiries either direct or through salesmen from people who expect to place substantial orders. Furthermore, some of the men who have not been doing well during January are showing evidence of making a success, when we had figured them out to be failures. While we cannot expect the big stunts to continue indefinitely, the smaller stunts are growing better, and we believe the average is going to keep up very well. We may possibly not be able to maintain our full 100% increase, but we ought to come very near it. Conditions never were better for doing a good calendar business, and we hope that every man on the force will take advantage of it.

## THE WEEK IN DETAIL.

### Gross Sales--Old Men.

Mr. T. R. Gerlach continues to lead with thirteen orders amounting to \$4,449.81. How glibly we mention this amount without using big type or exclamation points, and yet it is only a couple of years ago that such a total would have almost occasioned the stoppage of work in the factory, but after such performance has been almost doubled a time or two we don't consider such a week's business anything unusual, at least for Mr. Gerlach. One thing that contributed to his very satisfactory total

was that part of the business of the week was secured from a source which helped to make his big week last year. Then there were two or three orders which he failed to secure, but which are likely to come in later. Had he secured these he would practically have reached the same figure that he had several weeks ago when he went over \$7,000.00. Here are a few of his orders: A brewery bought \$250.00 worth of "An Island Princess" in hangers and mounts. An Insurance Company bought 1,500 of "Lincoln in '61" series 4, 1,500 of special De Luxe using "Autumn in the Tyrol" and "Beech Forest, Springtime" and a quantity of plain business calendars (special design), the order amounting to just under \$1,500.00. A bank bought 2,000 of "Dutch Fishing Boats" in series M12. A laundry bought over \$100.00 worth of "Violet" in the 10x20 De Luxe. An ice and fuel company bought "An Island Princess" and "Autumn in the Tyrol" amounting to over \$100.00. A savings bank bought 2,000 of "Beech Forest, Springtime" series M15 with 200 Jumbo hangers using "Raising the First American Flag." Another laundry bought 1,000 of "Violet" in series M16, and then there was a nice order from his old customer, a savings bank, calling for 16,000 mounts, using subject "A Hampshire Cottage," "An Island Princess," "Autumn in the Tyrol" and "Dutch Fishing Boats," the order amounting to \$1,130.00.

This last order is one that Mr. Gerlach has had for eight or nine years, having captured it from the Osborne Company in the early days of the Murphy Company and has held it ever since, last year switching them to the G-B. Co. At that time every possible effort was made by the Murphy Company to keep the order, the salesman even going to the extent of offering almost any cut in price to get it. Last year the buyers looked at perhaps fifteen different lines of calendars. This year they looked at one besides that shown them by Mr. Gerlach, and that only after persistent efforts on the part of a representative of a new protege of the calendar trust. It was simply a case of having the order handed to Mr. Gerlach, because he had no trouble whatever in securing the business. We are coming to believe that Mr. Gerlach isn't such a great salesman after all, for example, here's an instance which is reported from the office of one of his good customers: After the order was closed and Mr. Gerlach had gone the men were talking about what a splendid salesman Mr. Gerlach was.



The young lady stenographer, who had considerable to do with the picking out of the subject and who had watched Mr. Gerlach all through the proceeding, objected to the statement, "Why I don't think he's anything of a salesman at all. We just selected the subject and he wrote down the order. Anybody could sell such calendars as he is showing."

If it wasn't for the fact that his record is not being duplicated by anybody on our own force, and not approached by anyone on any other force, we would be almost inclined to think that the young lady was right, because he seems to do it so easily.

Mr. K. H. Gerlach is No. 2, with business every day and sixteen orders, amounting to just under \$1,200.00. A special mention of some of his good orders is made elsewhere. He was not at all satisfied with his business, and had hoped to run over the \$2,000.00 mark, but he met with a number of disappointments in failing to see his customers, but it is gratifying to him and to all of us to find that in spite of

the fact that the other fellows had all been ahead of him, a large portion of the buyers had waited to see him before placing their orders. In the face of the fiercest kind of competition he has shown an average of one order the first five weeks of nearly \$1,800.00 per week, a record that will puzzle the best men on any other sales force to equal.

Mr. Coleman, who lost considerable time on account of snow slides and other discommodities of travel in the British Possessions, is No. 3, with fifteen orders and business every day, his total being a very satisfactory one.

Mr. Fairbairn lost out one day, securing one order a day for the other five days, but because one of his orders amounted to almost \$400.00, his total for the week comes close to that of Mr. Coleman, and makes him No. 4. Mr. Fairbairn's record this year ought to be an encouragement to those who are not making a particularly good showing at this time. Last year his first month's business was so small that really, if we had had somebody to put in

## STANDING OF G.-B. SALESMEN FOR WEEK ENDING, JAN. 30th, 1909

	Sales Old	New	Days Business	No. Orders
Albert	351	5	5	14
Anderson		37	4	13
Atherholt		14	2	10
Barber	91	13	4	11
Barclay	20	22	4	12
Bayley		40	5	13
Beelman	18		1	7
Betton		18	1	7
Bing		34	5	13
Blodgett		27	3	12
Bruce	27		4	11
Byron	24	24	9	11
Carter	14	2	1	9
Cies	24		1	10
Coleman	3		1	3
Considine		28	4	11
Cooley		30	5	12
Coulter		10	2	11
Ellis	250		5	12
Fadely		10	2	11
Fairbairn	16		1	8
Finley	4		2	11
Fränk		41	5	14
Gerlach, A. E.	19		1	9
Gerlach, K. H.	2		1	2
Gerlach, T. R.	1		1	4
Givan		3	5	5
Greenhalgh	29		2	13
Grossman		17	2	11
Harris		42	7	16
Hayes		38	5	13
Henaghan		6	1	6
Howe		32	6	14
Huffert		16	4	13
Keen		42	6	16
King		40	6	15

Lambert	8	1	4
London	26	5	11
Lott	8	2	10
Lindsley	8	5	14
McBride	33	5	10
McCully	22	10	9
McDonald, W. A.	11	2	7
McFadden	29	4	12
McLaughlin	19	3	12
Marks	20	4	11
Meyer	26	4	10
Moore	13	3	10
Morton	21	2	12
Myers	20	4	13
Osmun	28	4	13
Paige	35	4	7
Parks	13	1	16
Peyton & Co.	42	3	15
Pierce, W. B.	30	6	15
Publow	31	6	8
Reilly	7	1	7
Roberts	9	2	15
Rosenfield	23	6	1
Rowe	5	2	10
Saxton	15	3	16
Scathard	30	7	12
Scott	11	3	12
Shepard	25	4	9
Shimmin	9	1	11
Smith, E. A.	12	7	9
Smith, H. E.	17	2	16
Thompson	30	7	6
Ungerer	12	5	14
Urmson	21	5	12
Wegenaar	23	5	16
Wheaton	42	7	13
White	4	1	15
Whittier, E. L.	4	1	15
Whittier, J. G.	36	4	16
Williamson	42	7	10
Woodman	15	4	10



his place we think we would have asked him to resign, but he was evidently working so faithfully that we let him continue, and while he did no wonderful stunts during the year, he has demonstrated that he has salesmanship quality by the very excellent business he has reported for January, making his increase in business several hundred per cent. Mr. Coleman also shows a gain of nearly 300%.

Mr. Rowe is No. 5 with seventeen orders and business five days. If he sent in business the sixth day, we failed to receive the report. He secured \$100.00 worth of business or over each of four days, all of it being of the bread and butter variety, for example, it took four orders to make \$150.00 on Saturday.

Mr. Lott is No. 6 with one order a day for six days, but with the exception of two orders they all run over \$100.00 each. This is Mr. Lott's best week, and shows a material improvement over the preceding week, which was the best up to that time. If Mr. Lott continues to keep up his pace which he has set the past two weeks, he is going to make his territory one of the best in the country, which it ought to be.

Mr. Givan, who is not devoting all his time to the G.-B. Co., managed to run in a good week here, for he has eleven orders to report, the total being very close to that of his immediate competitors.

Mr. Lindsley had a heart-breaking week, for we find that he had one blank day, his first for the year. In spite of that his total is well up with the average for the month, for on Saturday he managed to get one order amounting to nearly \$300.00. His percentage of increase is almost up with that of Mr. Fairbairn's.

Mr. Shimmin is No. 9 with business every day and seven orders.

After him comes Mr. Finley with a good business in spite of the fact that he was sick just half the week and unable to do anything at all. Had he worked the full week the same way he did the first three days he would have been very close to the top.

Mr. Scott is only a few dollars behind Mr. Finley, with four orders in four days. Then comes Mr. Ungerer with ten orders, Mr. Moore with six, Mr. Carter, Mr. Woodman, Mr. Fadely, Mr. H. E. Smith, Mr. Beelman, Mr. A. E. Gerlach and Mr. Myers, who all did from a fair to a good business.

## Gross Sales--New Men.

Mr. White leads the bunch this week with only three orders, but they were of sufficient size to nose out his nearest competitor. Mr. White's name has not appeared frequently in this section of the Review, and there is an explanation for it. He is working in a section where late buying is the rule, and where he is an entire stranger. We refer to New York City. He is working up a business which will eventually put him far up on the list of producers for the year, but it takes time to get them coming, and especially for a stranger. We anticipate that Mr. White's name will appear frequently among those mentioned in the "Gross Sales" column before the end of the year.

Mr. Considine is No. 2 with five orders amounting to just under Mr. White's total. His standing is due in a large part to an order amounting to \$366.50 which he secured on Saturday. Mr. Considine is doing consistent work with the exception that his previous week he was unable to do anything. We have every reason to expect a steady flow of business from him.

Mr. Parks is No. 3 with nine orders and business every day. Considering that Mr. Parks' territory, which is practically new to us and entirely new to him, where he has to dig up all the business he secured—three-fourths of it from people who have been buying from other leading houses and the other one-fourth from people who have not been buying at all, his record is extremely satisfactory. One can readily see how he can double his business next year when he knows where to find the buyers and when the buyers know him.

Others among the new men who have done a creditable business are Mr. E. L. Whittier, who secured a fine bank order amounting to nearly \$400.00, also Messrs. H. B. McDonald, Henaghan, Reilly, Lambert, Roberts, Ellis, W. A. McDonald, F. A. Smith and Mr. Barber.

Mr. Henaghan is one of the men who has had a hard time to get started. He didn't know where to go for the orders, and as a consequence got into a territory where there were late buyers. He has got started now, and we believe that he will have no trouble in the future. For this week he got ten orders and business every day. His orders are growing better, and we confidently believe the time will come when he can show his \$1,000.00 week.



## Day's Business.

We managed to just about keep even on this score, there being sixteen men who report a clean week. The Roll of Honor includes: Messrs. Beelman, Betton, Carter, Cies, Coleman, Fadely, A. E. Gerlach, K. H. Gerlach, T. R. Gerlach, Henaghan, Lambert, Lott, H. B. McDonald, Parks, Reilly and Shimmin. There were only eleven who lost but one day. If you cannot get business every day, use your utmost endeavors to make the number of lost days as few as possible. We know that if you would all feel the same about it as Mr. Cies does that this list would be twice as long at least. Mr. Cies was sick all of this week so he was not able to work and had to go home, but he crawled out a little while each day, calling on the people he knew and he got at least one order each day just to keep his record clean. We wonder how many men there are on the force who would have the pride, and if he had the pride, the energy to get out while sick just to keep that record clean. Mr. Cies wants one of those young ladies to hang in his home, and he deserves it.

## Number of Orders.

As stated before, the number of orders for the week are slightly below that of the week previous, though the loss is not very noticeable. Mr. Rowe is No. 1 with seventeen orders, Mr. K. H. Gerlach is No. 2 with sixteen orders, Mr. Coleman is No. 3 with fifteen, Mr. T. R. Gerlach and Mr. Lambert tie for fourth place with thirteen orders each, Mr. Givan is No. 5 with eleven, and Mr. Howe and Mr. Ungerer tie for sixth place with ten orders each.

At this time of the year there ought to be half a dozen men securing anywhere from fifteen to twenty-five orders a week. We think we shall have to offer a prize for the greatest number of orders, or for the man who breaks the record for the greatest number of orders. Wonder if that would stimulate you to greater exertions? Even if the orders are small, a large number of them will help materially to swell the total, and if one gets the habit of securing a large number of orders during the week he will find that his business will increase materially.

# SOME GOOD ORDERS

A lumber company placed an order with Mr. Albert amounting to \$106.50. Their selection was "Autumn in the Tyrol." Right here we want to direct your attention to the splendid sale on our two Lambert subjects "Autumn in the Tyrol" and "Beech Forest, Springtime." From present indications these two subjects will be among the stars of the line.

Mr. Carter sold a bank "The Sentinel" in series 7 roll and "Mrs. Murray's Strategy," the order amounting to \$138.00. Mr. Ellis sold a dealer in hardwoods our subject "Abraham Lincoln" in series 5 special mount. This order amounts to \$160.00. A bank placed an order with Mr. Fadely for subject "Gray Day, Holland" M17, and a small lot of plain business calendars P6001. The order amounts to \$98.80.

Mr. Fairbairn landed a special order from a large concern dealing in granite workers' supplies. They selected subjects "Autumn in the Tyrol" and "Beech Forest, Springtime" to be mounted side by side on large De Luxe mounts, the order amounting to \$394.00. A mill placed an order with Mr. Finley amounting to \$164.85. He sold them "Autumn in the Tyrol" in series 3 and series 27 roll. Another good order of Mr. Finley's was from a brewing company. Their selection was "His Last Farewell" in series D3, and a small lot of "Alice."

A nice order secured by Mr. K. H. Gerlach was

from a bank. It amounts to \$307.63. He sold them "A Day In June" in series D6 and "Raising the First American Flag" in series 1 roll.

A bank placed an order with Mr. Givan for series 32 cardboard calendars, the subjects selected were "An Unexpected Feast," "Snipe Shooting," "Bass Fishing" and "The Open Season," the order amounting to \$145.00. Another good order of Mr. Givan's was from a spring and mattress manufacturer. He sold them "A June Rose" in series 4 roll, the order amounting to \$139.00.

Mr. Huffert's best order of the week was from a wholesale grocer, amounting to \$133.25. The subject sold was "Marion" in M16. Mr. Lindsley's best order was a bank order amounting to \$295.00. The subject sold them was "Raising the First American Flag" in series 1 roll, and 7 roll and series M1 and M7.

Mr. Wegenaar's best order of the week was secured from a dealer in iron, wire, etc., the subject sold them was "Moonlight" in series M42, the order amounting to \$125.00. A bank placed an order with Mr. E. L. Whittier amounting to \$395.00. This was a mixed order.

Mr. Lott had three good bank orders during the week. The largest one amounts to \$128.00. It calls for "His Last Farewell" in series M20. Another bank selected "Beech Forest, Springtime," their



order amounting to \$110.00. A third bank order amounts to \$106.63, it being a mixed order of mounts. Another good order Mr. Lott landed was from a laundry; he sold them "Doris" in series M6 and "Rising the First American Flag" in series 1 roll. This order amounts to \$145.75.

Mr. Moore sold a bank mixed order amounting to \$104.00, calling for 800 mounts assorted four subjects. A concern manufacturing engines and boilers placed an order with Mr. Parks for our Perry series mailing cards, amounting to \$216.00. Mr. Publow sold a clothing dealer Palm series mailing cards and envelopes. The order amounts to \$102.25. A dealer in liquors placed an order with Mr. Reilly amounting to \$108.60. The subject selected was "A June Rose" in series 4 roll and series M4 mount. Mr. Roberts' best order of the week amounts to \$110.00. It was from a general merchandise concern.

## GENERAL COMMENT

### LINCOLN'S WHISKERS.

We had scarcely begun to send out our house calendar when we began to receive comments on the painting. Among other letters, we received one from an old soldier who claimed to be an old friend of Lincoln's and had visited him at his home in Springfield, who told us that Lincoln did not have a beard until he became President, and, as you know, the picture represents Lincoln just before his inauguration. Of course, we knew that the artist knew his business, and that his father, who was standing within ten feet of Lincoln when he made his Philadelphia speech and raised the flag over Independence Hall, could not have been mistaken. Furthermore, they had a photograph of Lincoln taken about that time, but here's a little bit of history, which will probably set our friend, the old soldier, right:

In the autumn of 1860, a little girl living at Westfield, New York, by the name of Grace Bedell, wrote a letter to President Elect Lincoln at Springfield, Illinois, telling him how old she was, where she lived, and that she thought he would make a good President, but that he would be better looking if he would let his whiskers grow. She also suggested that he might have his little girl answer her letter if he did not have time to do it himself. In a few days she got this reply:

Springfield, Illinois, October 19, 1860.  
Miss Grace Bedell:  
My dear little Miss: Your very agreeable letter of the 15th is received. I regret the necessity of saying I have no daughter. I have three sons—one seventeen, one nine, and one seven years of age. They, with their mother, constitute my whole family. As to the whiskers, having never worn any, do you not think people would call it a silly piece of affectation if I were to begin it now?  
Your very sincere well-wisher,  
A. LINCOLN.

In February 1861 when Lincoln was on his way

He sold them an assortment in series D28. A dealer in men's furnishing goods placed an order with Mr. Rosenfeld amounting to \$155.00. The subject selected was "Marion" in series M16. Mr. Scott had two good orders during the week. One from a wholesale liquor dealer calling for "The Sisters" in series 4 roll, amounting to \$139.50. His other good one was from a dye house. It amounts to \$135.00, the subject selected being "Violet" in series D28.

Mr. H. E. Smith sold a tea and coffee dealer "His Last Farewell" in series M31, the order amounting to \$124.00. Mr. White sold a fruit commission concern a nice bill amounting to \$209.00. Their selection was "Mrs. Murray's Strategy" series M2. Another good one of Mr. White's was secured from a large brokers concern. The subject selected was "Beech Forest, Springtime" D27. This order amounts to \$190.00.

to Washington, and at which time he made his speech at the Philadelphia flag raising, which Mr. Ferris has illustrated in our calendar subject, he stopped at a number of cities along the way. As his train passed through Westfield, New York, he made a short speech from the platform, and then he said he would like to see Grace Bedell if she were there. The little girl came forward and Lincoln stepped down from the car and kissed her and said: "You see, Grace, I have let my whiskers grow for you!"

Aside from the fact that this establishes the historical accuracy of the whiskers as shown by the artist, it tells a pretty story in connection with the martyred President—a story that will add to the interest of the picture if it is related in a proper manner by the salesman.

### DOES ADVERTISING PAY?

Every now and then the salesman will run across a calendar buyer who will tell him that he never could see the value of calendar advertising. He may have been using calendars for years, but he will tell you that he can't see where it brought him a single dollar's worth of business. Such people ought to find the advertisement which has been appearing in some of the leading Dailies of the country by The Curtis Publishing Company, Philadelphia, of interest. You probably have noticed their advertisement illustrated with the cut of their splendid new building, which will be the largest in the world devoted exclusively to the purposes for which it is intended. The Ladies Home Journal has a circulation of more than one million copies each month, and the Saturday Evening Post has a circulation of more than one million copies each week. To turn out such a vast number of periodicals and have them delivered promptly on time requires an enor-



mous amount of space. To build up a circulation like this of two splendid periodicals, probably the best of their class in the world, has required an immense amount of advertising. In their advertisement after describing their new building, which will cover eleven acres of floor space, they say:

"Now the object of this little talk is not merely to flourish our success; it is also to bring out the point that, without advertising what we had to offer, our magazines would never have reached their present position. Our magazines themselves are, we dare believe, the best of their kind, but no such success would have come to them if we had not pushed them by advertising insistently, consistently, persistently. We have not always seen direct results from our expenditures, but, seen or unseen, they were always at work, and, in the final round-up, they come home bearing their sheaves with them. A good product pushed by good advertising—that is the formula. It is just as effective for others as it is for us."

While conditions may be different, the principal is the same with the corner grocer as it is with The Curtis Publishing Company. The corner grocer may not see any direct business coming from the distribution of a calendar, though the chances are that if he does it right he will see the business that it brings. The banker may not be able to tell which new account is directly attributable to his calendar advertising, but if he has a good product, that is, if he has a good business and handles it right, the advertising he does, if the right kind, is going to result in his building up his business. He may not be able to see the direct results, but, seen or unseen, the calendars are always at work, and in the final round-up, like the advertising done by The Curtis Publishing Company, "they come home bearing their sheaves with them." Here is one of the most effective arguments we have ever heard for advertising, but remember it must be good advertising, that is, if it is calendars, it must be good calendars, and they must be distributed right, which means that they must go to the right people in the right way. This is the service the G.-B. Company and the G.-B. salesmen have to offer.

#### A NEWSPAPER EDITOR'S VIEWS ON CALENDAR ADVERTISING.

As most of you know newspapers are not large users of calendars generally speaking, and this is due largely to the fact that salesmen are under the impression, that since most newspapers sell advertising themselves they would not favor the use of a calendar.

Last year we received a nice order from a paper in New Jersey, they having selected "The Edge of the Wood" in the largest sized mount. In addition to the regular pad they ordered a special fly sheet or additional sheet for the pad giving a prospectus of their city and the industries therein. The original order was increased late in the year and before the distribution of the calendars had taken place. In making shipment through an error the increase was omitted and these people were rather put out and we can hardly blame them. We however promptly

rectified the error, and since the calendars have been distributed have received no less than three very complimentary letters from these people. The first letter referred to the pronounced hit their calendars had made, and that they considered calendars a splendid medium for advertising.

In sending the following letter they enclosed a copy of the announcement they mailed to each concern, who they intended to favor with their calendars, and a post card they enclosed so that the recipient could acknowledge receipt of the calendar.

We would strongly urge upon all salesmen the advisability of calling upon first class newspapers, and if any of you have prospects of this sort we will be glad to give you the name of the paper from whom the letter was received. We do not doubt but that these people would be very glad to have us use their name. The letter follows:

"In response to your favor of the 30th inst., we beg to state that our calendars have been sent to all advertisers, who are now using the columns of the — Eagle; also to prospective clients, and to such residents in our community as we know would appreciate the character of calendars we are sending out. They have been a great help in procuring business and creating prestige for our publication. It would be impossible to spend a like amount for advertising and have advertising placed in the very best homes where it is seen for 365 days.

We enclose herewith letter and reply postal card, and label which we used in the distributing of our calendars."

#### THE SENDING OF SAMPLES TO PROSPECTIVE BUYERS.

In spite of the discussion that we had at the convention regarding the sending of samples to possible buyers a number of salesmen persist in requesting that we forward samples. We of course, realize that there are rare instances, where it is absolutely necessary to submit a sample, particularly those instances where a committee buys the calendars, and will not buy under any other conditions. Even in such instances, where it is possible, the salesman should make it a point to be on the ground with his sample when the committee meets. We don't want you to get the impression that we take this stand because it is an expensive proposition for as you know salesmen are expected to stand one-half the cost of sending such samples and the house stands the other half. The greatest objection to the sending of samples is that they are bound to get into the hands of our competitors, at least the samples will be shown our competitors, and this we do not want. Furthermore we know from positive records, that but very few orders are received under these conditions.

Just place yourself in the position of the buyer. You call upon a prospect in January, and he is particularly well pleased with a certain subject. He may have been in the habit of never placing his order until the Summer months, consequently he asks you to send him a sample, and if the salesman hasn't got the backbone to close the order then, he agrees. In due course of time the sample goes out; it might be



damaged in the mail and in any event, when it reaches the prospect it is handled a lot—possibly it is tacked up on the wall and becomes soiled, or is put away in a desk drawer and mussed up. A little later a salesman from a competitive house comes along with a nice clean sample, and he may have something that takes the fancy of the prospect. The prospect is ready to buy and the salesman has very persuasive ways, the subject being fresh, the buyer is carried away and places his order. We don't mean to say that this is always the case, but don't you consider yourself a good enough salesman to figure that the chances are greatly in favor of your securing an order if you are there with your personality back of your sample, against a sample from some other house, submitted by mail.

While it is not our intention to make it a rule not to send out any samples, we ask that you only make such requests only when it is of the utmost importance and there is no other way of handling the proposition. Please bear in mind that all samples that are sent out will be charged to salesmen, that they will be billed at one half the 100 rate, plus the cost of mailing or express. This is a rule that has been enforced among the leading calendar houses for a number of years.

#### PALM SERIES BLOTTERS.

We have just made up the Palm series as on mailing cards in blotter series size  $3\frac{3}{8} \times 9$ . We do not hesitate to say that we consider this the finest series

of blotters placed in the hands of salesmen during our experience. The subjects are the same as we are using in the Palm series mailing cards, expect that there will be no border plate. These blotters will take the same prices as our historical series blotters of last year, but will quote on the same basis as we are quoting our mailing cards, etc., namely 100, 200, 300, 400, etc., per month.

Printed price list is enclosed with this issue of the Review also prices on the new size in De Luxe styles.

Beginning today samples will go in any packages going to salesmen. Those who have not sent in any requisitions by Friday or Saturday of this week will receive these samples by mail, so as to reach them on Sunday. Push these blotters hard. You can land some splendid business with them.

#### MAILING DEVICES.

Although we have mentioned this previously we find that a number of salesmen still continue to sell strawboard protectors with thin envelopes. A thin envelope is not sufficient protection for mailing, even though strawboard protectors are used. If a customer wishes to mail his calendars sell him mailing envelopes with strawboard protectors, or re-enforced mailers, allowing proper deduction for the thin envelopes. We cannot accept orders that call for thin envelopes and strawboard protectors. They would not give satisfaction and would only injure our reputation.

## NEWS FROM THE FIELD

#### Moore Says De Luxe Line Is Great.

Mr. Moore is pushing the De Luxe line hard, and practically every order he has sold this year calls for at least a few De Luxe. In sending in a daily report a few days ago he writes as follows:

"Enclosed find report with one small order. I went to bed sick Friday night at 8:00 o'clock, but left a call with the night clerk for the midnight train east. Instead of calling me he let me sleep until 8:00 Saturday morning, causing me to lose practically the whole day.

I just managed to save the day by selling a man who seemed to have it in his head that Murphy was the only calendar house in the country.

I am going to do my best to make the last week in January a banner week, however, I may fall short, as I am going to make a lot of towns that I didn't make last year.

Our De Luxe line certainly is great and I am preaching it the whole time. In fact I do not believe that I have sold more than a dozen orders that do not call for at least some of these dainty styles.

R. A. MOORE."

Mr. Moore enclosed a letter from a large mailing company in N. D., to whom he sold last year a subject-to-countermand order, which eventually went through. This year he had no trouble taking a straight order from them, amounting to nearly

double of last year. It seems that when Mr. Moore made the sale this year he agreed to send a salesman's sample of the subject they selected as soon as he got through with the sample he was carrying. The letter follows:

"Your favor of the 25th inst. to hand also sample calendar, for which we thank you. We are certainly pleased to learn that you are doing a nice, satisfactory business. After we went over your line we were quite confident as to your success, with such a bunch of "GEMS." All you have to do is to show your line, and if the party wants calendars, I don't think he can get away from giving you his order.

Yours very truly,

MILLING CO."

#### MR. SCOTT ENCOUNTERS THE ENEMY.

Mr. Scott, as most of you know, is working in the twin cities, the home of one of our largest competitors. It is only natural that these people would have a strong hold on the trade, and it is really remarkable the splendid business that Mr. Scott has worked up last year, and the marked increase he is showing in his work this year. His letter follows:

"Thought I had something to write you about last week when I got an order after encountering "the enemy" for the first time this year. He proved to be from the Lewis-Swift Co. (the specialty department divorced from B. & B. Co.) and had for-



gotten his manners, butting in when I had the first call and was already in the inner office. It made me hot and I went after the order and increased mine of last year about 40%. Afterwards I learned from the best of authority that they are making up a cheap line from some old plates, and as that makes his a junk house I forgave and forgot him.

I took the measure of Brown & Bigelow's City salesman. We met at one of my customers, and he is a fine young fellow, think he would look well carrying the G.-B. line. I was really sorry for him but had to take the order, which is enclosed and amounts to almost double the sum of my order of last year, and may be doubled again before April 1st. Suppose I will get mine some day, but am going to crow while I can.

He had a Francis Day that came near doing the business, but they could not withstand our De Luxe.  
JAS. T. SCOTT."

### A VICTORY AND A COMPLIMENT FOR THE G.-B. LINE.

Mr. Reilly writes from a city in York state in which he secured a good business, and has quoted some of the compliments paid the G.-B. line. His letter follows:

"Thursday, January 28th I reached C——, N. Y., called on our best customer last year. He had promised Mr. Osborne of the B. & B. line who has worked this town, that as he had no time to give him that day, he would not place his order until he had at least looked his line over. I showed him my line, and he said it was the finest he had ever seen but I could not make him break his promise to the B. & B. man.

He said as I was leaving, that a friend of his Mr. R—— always bought a nice calendar, and that he thought my line might please him. I called on our only other customer and was nearly two hours getting his order, he was going to change to a wall pocket. Then as Mr. R—— was in the same block I called upon him. When I introduced myself, he told me it was no use as he had picked out his subject from B. & B., and was so satisfied that he was only waiting for Mr. Osborne to return Sat. 30th to sign the order. But as I insisted that he would have to have calendars another year, a glance at some of my beauties wouldnt do him any harm, and he would have some idea of what kind of goods we put on the market. He looked and was lost (to B. & B.) "Why," he said, "you have anything in the calendar line beat a mile." He had Mrs. R—— down and we had a regular pink tea, sold him "A June Rose" \$108.60. He had looked at four lines. Following are some of the bouquets:  
Thos. S——

Looked at seven or eight lines, says ours is the finest line he ever saw. If he hadnt made up his mind for a special he liked "The Sisters." Have his order for \$83.00, which will be doubled as soon as he sees the proof of our special work.

—— Savings Institute.

"We have your company's calendar, compared it with all the others and consider it the finest art calendar work ever put out here."

President home sick, telephoned to him, and said if not in the bank Thursday, Feb. 4th come up to the house; "Your last year's calendar can only be beaten by "Lincoln in '61." You must have a wonderful set of young men out in Joliet," was his comment over the phone.

Hardware Dealer. Never bought calendars and out of town, but his manager told me, that the house calendar had impressed him so that I would most

likely sell him this week. He is going west next Summer, and says that he is going to stop over in Joliet to visit our factory.

Now the G.-B. folks can give me what credit they think is due me, but I give them all the credit in the world for the finest line of calendars in the U. S. This experience is repeated with me every day, I am getting to consider myself a public benefactor in giving people the chance to look at such beautiful work, and when I find a man not impressed with this line, I know that there is something wrong in his upper story. That is the way the world looks to me.  
REILLY.

### THE ELEPHANT AND THE MOUSE.

We are aware that our competitors, particularly the Osborne Co. are doing extensive advertising, and that customers and prospects receive literature weekly. Mr. White states that he called upon a Wall Street concern and in conversation with the president of the company, he was asked, "What is the matter with the Osborne Company, something comes in from them almost every day." Mr. White told him the story about the elephant and the mouse. His letter follows:

"I have not written about this before, but you surely have given all other calendar companies the "solar plexus." Your calendar is doing what I never knew a company's calendar to do, it actually produces orders.

It is amusing to see the agitation that the Osborne Company are in. I called on a firm in Wall Street today, and the president said "Glad to see you, that was a beautiful calendar your company sent me," then he said "what is the matter with the Osborne Co.? Something comes in from them nearly every day." I told him it was the story of the elephant and the mouse—one mouse it is said will stampede the largest elephant and cause him to trumpet excessively, and I thought "the elephant" had seen the Joliet mouse. He had a hearty laugh and made an appointment to look line over."

In another letter Mr. White tells about how he talks to old customers to whom he had preached the merits of Osborne calendars for many years. His remarks will prove of interest to those who have carried other lines in the past.

"Among the many things that interested me in the Review was Mr. Finley's remarks about what some of his customers say as to his reason for leaving Osborne.

I spent some time in Cleveland with Mr. Lott visiting some trade I had sold for years, introducing Mr. Lott and recommending G.-B. calendars. Now as I had said in the many years some flattering things about Osborne calendars, these customers threw up their hands in amazement, and did not see how I could recommend another line, when all these years I had proclaimed the superiority of Osborne. I told them all I had said was true, and when I told them now the G.-B. line had a better advertising value, it was just as true.

I recommended Osborne calendars till I found a better line, and as soon as I did I recommended it to them. As they had trusted my judgment, it was my duty to come to them with the best the market affords, just as I would expect them to do to me. Mr. Lott can tell you just what effect this had. I send you this to do as you choose with, it might help Mr. Finley, and yet I do not think he needs my help he is doing nicely.

S. H. WHITE."